Answers to last week's questions:

1) Hosting would be done all though us, we wouldn't need to use a call center to conduct the IVR. Outsourcing would involve moving the IVR over to a call center to conduct, and would probably not be free of cost.
2) We haven't tried to use VoiceShot's free surveys yet, that's something we can look into doing this coming week. We could likely do it anonymously.
3) EasyIVR allows us access to a database they call Database Systems Corp. (DSV). This is their own software so I'm not sure what format they would use, but we can certainly inquire about this.
4) We would have to use a phone book if we wish to do it all on our own or we can outsource to a call center and they can call by area code. Also we could randomize the last few digits.

- Can be conducted with our own website
    - Wouldn't be difficult to code
    - Free
- Also can be conducted with online polling companies like SurveyMonkey, Turning, SurveyLegend, eBallot, etc
    - Can be done at a low cost, but not free
- Provides a lower quality experience with the benefit of low cost, far reach, and several options, such as SMS, email, targeted ads, etc

How to conduct targeted advertisements:

- One option is Facebook for Business' services on targeted advertising, required an account
    - Allows users to limit their surveys to certain locations, such as cities and zip codes, communities, and even countries
    - Can target based on behavior, such as how much the person uses the FB and prior purchases
    - Can choose the audience based on demographics (age, gender, education, etc. (not race)), and track the demographics of the respondent
    - Can target based on the respondents chosen hobbies and interests on FB
    - Can contact the respondents through an email list or Facebook's CRM system
    - FB will create graphics based on the respondents
        - Superfluous if we have Grafana
- Good resources on how to perfect targeted ads on FB
    - https://sproutsocial.com/insights/facebook-ad-targeting/
    - https://www.wordstream.com/blog/ws/2015/01/28/facebook-ad-targeting
    - https://neilpatel.com/blog/facebook-ads-targeting/
    - https://www.bigcommerce.com/blog/facebook-ad-targeting/
- Ads on Instagram
    - Age Demographics: 18 to 34 (26%), 18 to 24 (23%), females (38%), males (26%)

- Ads can be conducted through Instagram, FaceBook Ad manager, Power Editor, Facebooks' marketing API App, Instagram partners
- In the same way as facebook advertising, you can filter by location, age, gender, language, education, interests, app behavior, etc.
- Ads on IG are mostly for products, but you can put a poll in the bio and have some graphic as the image
- Video ads are also possible
- 300 characters, 125 characters before ellipsis appears and you have to click "more"
- You can create ads without an Instagram account, but a FB account is necessary
- Banning concerns? Same goes with Facebook
- https://buffer.com/library/instagram-ads-guide/
- Not free, can set a budget